DOCUMENT RESUME

ED 394 026 CE 071 362

AUTHOR Bancroft, Nancy H.
TITLE The Feminine Quest for Success. How To Prosper in Business and Be True to Yourself.
REPORT NO ISBN-1-88052-62-1
PUB DATE 95
NOTE 201p.
AVAILABLE FROM Berrett-Koehler Publishers, Inc., 155 Montgomery Street, San Francisco, CA 94104-4109 ($22.95).
PUB TYPE Books (010)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Adults; *Career Development; Career Planning; Demand Occupations; *Employed Women; Employer Employee Relationship; *Employment Practices; *Employment Problems; Entrepreneurship; Females; Futures (of Society); *Job Skills; Self Actualization; Self Evaluation (Individuals); *Sex Discrimination

ABSTRACT

This book is based on a research project in which 45 women ranging in age from 23 to 71 in a wide variety of business positions (and, for perspective, 5 men) were interviewed about their careers and work styles. The book contains advice for women who wish to advance in their careers while maintaining their identity as women. The book is organized in 11 chapters divided into 4 parts. Each chapter is filled with anecdotes about women and their experiences, often in their own words. The chapters in Part 1, "The Role of Self-Alignment at Work," cover the following topics: (1) the double-edged sword--trade-offs and contradictions at work; (2) a model for self-alignment; and (3) different genders--different styles. Part 2, "The Five Success Strategies," describes five approaches to success: the emulator, the trooper, the balancer, the seeker, and the integrator. Part 3, "How to Increase Self-Alignment," has two chapters: discovering self-alignment--awareness, acceptance, action; and the success strategies as paths to self-alignment. Part 4, "Changing the Business Environment," provides a fresh view of the organizational challenge. Contains 53 references. (KC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****